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TO: DISTRIBUTION

DATE: October 21, 1988

FROM: A. Goldfarb

SUBJECT: Alpine Revisions

Due to budget reductions, the following elements of the Alpine Introductory Program have been modified.

- o On-Carton Coupons: Allocations have been revised to an average monthly level of 500 per Sales Rep. See attached listing for modifications by market.
 - Metro New York's allocation of on-carton/pack coupons will remain as previously issued.
- o Consumer Intercept Program (CIP): Monthly S/R allocations are now as follows:

<u>Month</u>	<u>Quantity/Rep</u>
1-2	5/day
3-6	3/day

Should you have any questions, please call.

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